

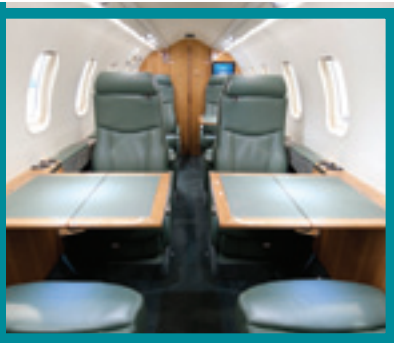


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# Sounding Board

THE OFFICIAL NEWSPAPER OF THE VANCOUVER BOARD OF TRADE

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## Quote of the month

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“I'm a Board of Trade junkie.”

boardoftrade.com

## A NEW ERA: Wendy Lisogar-Cocchia becomes Board's 124<sup>th</sup> chair



Wendy Lisogar-Cocchia, CEO of Century Plaza Hotel and Absolute Spa Group, is set to become the youngest female chair of The Vancouver Board of Trade later in June at The Board's 124th AGM. A successful business woman and philanthropist, Lisogar-Cocchia hopes to usher in a new era of teamwork and collaboration at Vancouver's leading business and networking organization. PHOTO: D. PI

By DANIEL PI

On Thursday, June 16, 2011, **The Vancouver Board of Trade** will host its *124th Annual General Meeting* and welcome **Wendy Lisogar-Cocchia**, CEO of **Century Plaza Hotel** and **Absolute Spa Group**, as its incoming chair. Lisogar-Cocchia succeeds **Jason McLean**, president and CEO of **The McLean Group**, as The Board's chief elected officer.

A long-time philanthropist, entrepreneur and business executive, Lisogar-Cocchia has been a hotelier for more than 25 years at the Century Plaza Hotel and operates the largest chain of spas in Canada while still finding time to raise funds, in

particular for the **Pacific Autism Family Centre**.

Lisogar-Cocchia's pride and joy, the annual *Women's Media Golf Classic*, which has run annually for 24 years, has raised more than \$2.6 million for various children's charities including **Variety**, **The Children's Charity**, **Vancouver Oral Centre for Hearing Impaired Children**, **Children's Foundation**, **Down Syndrome Resource Centre** and the **Pacific Autism Family Centre**. She is also the first woman to serve on the **Vancouver Police Foundation** and continues to serve as a trustee.

Her efforts have garnered her plenty of accolades including *Variety Club – International Corporate Fundraiser of the Year* & *Angel Award*

and *Business of the Year* by the **West Vancouver Chamber of Commerce**. She's been named to *Business in Vancouver's Top 40 under 40* and is a **Royal Roads University Fellow**. Just last month, along with husband and business partner **Sergio Cocchia**, she was honoured with a honorary doctorate from the **Justice Institute of British Columbia**.

During the interview with *Sounding Board*, Lisogar-Cocchia joked it's her first "interview as a doctor."

Even with her busy schedule as a successful

WENDY CONTINUED ON PAGE 4



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## Esteemed economist shares insights into China's economy

An economist widely regarded for his knowledge of China's burgeoning economy and for his insight into the thinking of Chinese leaders will address Vancouver businesses about the future of Sino-Canadian trade.

**Gang Fan** will discuss China's economic reform and globalization and its implications for Chinese and foreign businesses, in particular, the impact on small business in Western Canada, June 17 at **The Vancouver Board of Trade**. Hailed by *Foreign Policy* as one of the *World's Top 100 Public Intellectuals* and *Global Thinker 100*, the acclaimed economist is helping shape China's economic reform, strategic development and business relations around the globe.

"Dr. Fan's experience and influence on economic reform in China is widely recognized, and we are very pleased to be able to bring him to Vancouver," says **Royal**

**Roads University** president **Allan Cahoon**. "With over 5,000 international MBA holders and a growing number of those in China,

Royal Roads is uniquely positioned to build connections and collaboration between Canada and China."

Fan has played an instrumental role in shaping Canada-China business relations since the early 1990s, working with Canadian academia, think-tanks, and corporations, as well as the Team Canada China Missions, which resulted in significant promotion of trade and investment between the two countries."

Based in Beijing, Fan's current engagements include the roles of director of the **National Economic Research Institute**, chairman of the **China Reform Founda-**

**tion**, president of the **China Development Institute**, and professor of economics at **Peking University** and the Graduate School of Chinese Academy of Social Sciences.

He consults to various departments of the Chinese Central government and provincial government, and among the long list of organizations he advises are the Monetary Policy Committee of the **People's Bank of China**, the Hong Kong Center for Monetary Policy, the **World Bank**, the Center for International Development at **Harvard University**, the **UNDP**, **ESCAP** and **OECD**. He has been a *Fellow of the Chinese Economists Society (USA)* since 1993, and a *Fellow and Global Leader for Tomorrow* of the **World Economic Forum** since 1995.

Fan has written more than 100 academic papers along with eight books on macro-

economics and the economics of transition. He holds a MA and PhD in Economics from the **Chinese Academy of Social Sciences** in Beijing.

Royal Roads University will present an Honorary Doctor of Laws degree to Fan during its June 16 spring convocation in Victoria in recognition of his outstanding

contribution to furthering Canada-China business relationships and his long-standing commitment to China's economic

reform and strategic development.

For more information and tickets to Fan's presentation, *Rising Dragon: China's influence on economic reform and globalization*, visit the events section at [www.boardoftrade.com](http://www.boardoftrade.com). The event, at the **Coast Coal Harbour Hotel**, is sponsored by **Royal Roads University**. Tickets are \$79 for members and \$110 for future members.

"Dr. Fan's experience and influence on economic reform in China is widely recognized."

## The case for export pluralism in B.C.'s forestry industry

### NOTICE OF 124<sup>th</sup> ANNUAL GENERAL MEETING 2011

Pursuant to Bylaw 11.10, The Vancouver Board of Trade's 124<sup>th</sup> Annual General Meeting will take place Thursday, June 16, 2011, 10 a.m. – 2 p.m. at The Fairmont Hotel Vancouver, where members will receive the Annual Report 2010/2011, the audited financial statements and the report of the Nominating Committee as follows:

#### Directors and Officers

The Nominating Committee of The Vancouver Board of Trade is pleased to present to the membership the following individuals, whom the Committee feels are particularly well qualified to act in the capacity of officers and directors of The Vancouver Board of Trade.

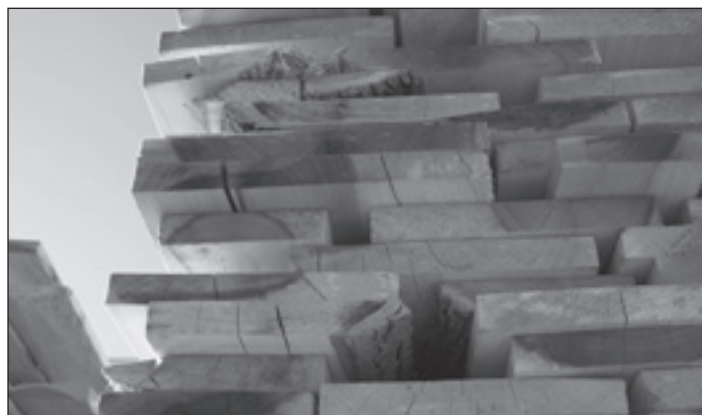
#### Executive

|  |  |
|--|--|
| <b>Chair</b><br><b>Wendy Lisogar-Cocchia</b><br>Chief Executive Officer<br>Century Plaza Hotel and Absolute Spa Group  | <b>Senior Vice-Chair</b><br><b>Ken Martin</b><br>President & Chief Executive Officer<br>Pacific Blue Cross |
| <b>Vice-Chair</b><br><b>Dennis Skulsky</b><br>President & Chief Executive Officer<br>BC Lions Football Club Inc.       | <b>Vice-Chair</b><br><b>Elio Luongo</b><br>Managing Partner, Greater Vancouver Area<br>KPMG LLP            |
| <b>Immediate Past Chair</b><br><b>Jason McLean</b><br>President & Chief Executive Officer<br>McLean Group of Companies | <b>Secretary-Treasurer</b><br><b>Jack McGee, CD</b><br>President<br>Justice Institute of British Columbia  |
| <b>Interim Managing Director</b><br><b>Grayden R. Hayward</b><br>The Vancouver Board of Trade                          |  |

#### Directors

|   |   |
|---|---|
| <b>George Cadman</b><br>Shareholder & Counsel<br>Boughton Law Corporation                   | <b>Richard Jaffray</b><br>President & Founder<br>Cactus Restaurants Ltd.                |
| <b>Moray Keith</b><br>President<br>Dueck Auto Group   | <b>Sacha McLean</b><br>Vice Chairman & Chief Executive Officer<br>Blackcomb Aviation LP |
| <b>Gordon Nelson</b><br>Vice President & General Manager, BC<br>Rogers Communications Group | <b>David Podmore</b><br>Chairman & Chief Executive Officer<br>Concert Properties        |
| <b>Dr. Mark Schonfeld</b><br>Chief Executive Officer<br>BC Medical Association              | <b>Robin Silvester</b><br>President & Chief Executive Officer<br>Port Metro Vancouver   |

Pursuant to Bylaw 12.1, the directors of The Vancouver Board of Trade will appoint four additional members to serve as directors and who will chair the following standing committees: Communications, Membership, Community Affairs and Small Business Council.



Despite good work growing lumber exports to China, Mo Amir writes the industry in B.C. needs to tap into even more markets. SUBMITTED PHOTO

By Mo Amir

With the stress from depressed stock prices and out-of-work mill workers in the wake of the American housing crash, the provincial government mobilized to pull the forestry industry out of calamity.

In the current Ministry of Forests' *Service Plan*, a key priority is to "dramatically increase exports to China." It is mute on any other export market. To the government's credit, record-shattering lumber exports to China have lifted prices and production, while creating jobs.

However, the problem with this exclusive focus on China is that China's purchasing is precarious at best.

In the 1980s, China was a major importer of sawlogs and lumber from the United States at a time when a U.S. housing recession caused both the demand and prices of wood products to plunge. When prices recovered in the 1990s, American wood exports to China evaporated.

Recently, when the Random Lengths Framing Lumber Composite Price spiked above the \$360-level in the second quarter of 2010, offshore sales to China sharply dropped. Consequently, the Composite Price crashed by nearly \$120 within the same quarter.

China is evidently still a viable export market only when prices are below a certain price ceiling.

With B.C.'s allowable annual timber harvest reduced by as much as 25 per cent in some forest districts, limited lumber supplies will exacerbate an already supply-driven market. With our exclusive emphasis on China, B.C. may have put up trade blinders as Europe and New Zealand sink their claws deeper into other emerging markets.

Former solicitor general **Mike de Jong** and former forests minister **Pat Bell** have done great work in developing trade and investment markets for B.C., including the creation of Trade and Opportunity Offices throughout Asia.

However, more work needs to be done, as B.C.'s forestry industry needs to adopt an overarching strategy of export pluralism that abandons our historical dependence on a single market. Our policy-makers are determined to sustain the industry, our mills are technologically-advanced and our workforce is disciplined. An export-pluralist philosophy is what the industry needs to stabilize its future growth.

Mo Amir is the general manager at SPF Precut Lumber. For more info, visit [www.spfprecut.ca](http://www.spfprecut.ca).